

2. Now, the second part of your coursework is to Conduct an Interview and this will constitute the remaining 40% of your final grade.

Interviews: You'll need to video yourself and a guest who you are interviewing. Using the below job description for a Customer Experience Manager, you will need to create an interview matrix and interview guide (10%) for this fictitious post. You will then need to source and interview the pseudo candidate, record the interview in video format and submit it (20%) and submit your final recommendation in writing (a one page report) on the suitability of the candidate for the role (10%).

Job Position: Customer Experience Manager

Company: Green Earth Organics, an eco-friendly start-up specializing in organic skincare products.

Job Description:

Objective: To enhance customer satisfaction and loyalty, ensuring exceptional customer service and support.

Key Responsibilities:

- Develop and implement strategies to improve overall customer experience.
- Manage and train the customer service team to deliver high-quality service.

- Handle complex customer queries and complaints, ensuring swift and effective resolution.
- Analyze customer feedback and collaborate with the product development team to improve product offerings.
- Ensure customer service excellence aligns with the company's eco-friendly and organic values.

Qualifications:

- Bachelor's degree in Business Administration, Marketing, or related field.
- Minimum of 3 years' experience in a customer service management role, preferably in the skincare or eco-friendly products industry.
- Strong communication and interpersonal skills.
- Proficiency in CRM software and customer service tools.
- Passion for sustainable and eco-friendly business practices.

Company Requirements for the Role:

- Demonstrated ability to lead and motivate a team.
- Proven track record in improving customer service metrics.
- Innovative thinker with the ability to implement new customer service initiatives.
- Strong problem-solving skills and the ability to handle challenging customer interactions.
- Alignment with Green Earth Organics' values and mission.